Marinas and the ACOE
A Partnership That's Working

Marina Management Course 101

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The Marina Operators Association of America is the largest marina association in the United States. With nearly 13 million boats registered and 12,000 marinas in the U.S., the recreational boating industry contributes $30 billion annually to our nation’s economy. Recreational boating is an activity enjoyed by almost 72 million people

Introduction to MOAA

- 50% or more of MOAA members operate on federal lands.
- Diverse membership of 976 comprise
  - Marinas, yacht clubs, public/private moorage basins, equipment and services to the marina industry.
  - Committed to providing quality recreati experiences to Americans.
  - Committed to preserving and protecting the environment.

Our Interest in Partnering

MOAA is dedicated to help bridge the gaps between operators and federal lakes managers in an effort to improve the recreational experience for all Americans.

- Marinas as hosts.
- Marinas as federal partners.
- Marinas bring different experiences.
- Need to understand each other’s role.
- Common Goals

Our Idea and Goals

- Simple premise
- Primer
- Engage to Deliver
- Best Recreational Experience for Customers
- Experts and Agency Benefit

The Course-Day One

Course

- 21st Century Marina
- Deliver the Recreation Experience
- Clean Marina Program
- Marina Retailing

The Field Trip

Lunch and Boat Tour

- View local marinas
- Time for conversations
- Local knowledgeable speakers
- A chance to see new things
- Gain perspective

The Course-Day Two

Course

- Marina Profit Centers
- Managing Risks
- The Capital Equation
- Marina Design and Construction
- American with Disabilities Act Guidelines
- National Marina Day

Conclusion

- A Chance to ask that burning question
- Measuring the success of your marina partnership
- Certificate
- Surveys

Survey Said……

“Thanks for your enthusiasm” (National Marina Day)

“I am happy to receive the CD-which I can use later for reference. Very Good” (Managing Risk)

“Great Presentation-Lots of info and good use of time to explain marina side of activity the the Corps. Would like more time to continue discussion” (Financing Marina Improvements)

“Valuable presentation-An important topic” (Clean Marina Programs)

The Opportunity

Idea is not unique

Focus on
Outcome

MOAA

New Date in
2005!

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